

"CO-OP" MARKETING IS PROVEN SUCCESS

Fruit and Truck Growers and Farmers Organized for Selling Their Produce

WORK DONE AT ACTUAL COST

California Comes First in Reaping Advantages From Co-Operative Associations

The Department of Agriculture has prepared a list of the principal farmers' organizations which have been established for the purpose of co-operative marketing the products of their farms and orchards. A synopsis of the methods of these various organizations is given, and the results achieved thereunder are outlined. California ranks first among the States in the matter of co-operative selling organizations, and the Atlantic Seaboard States show a large number of organizations which have been handling farm products with a high degree of success.

CALIFORNIA EXCHANGE

One of the most interesting and widely known of the co-operative selling organizations is the California Fruit Growers' Exchange. The annual orange and lemon crop of California amounts to some 20,000,000 boxes or 50,000 carloads. There are from 10,000 to 12,000 orange and lemon growers in the State, four-fifths of whom are members of the co-operative selling organizations. Sixty per cent of these are federated in the California Fruit Growers' Exchange. This association acts as a clearing house for the crops of the 5,500 affiliated growers, providing the facilities for distributing and marketing the fruit.

There are three foundation stones upon which the federation is based: First of these is the local association, which corresponds to the county government in our political system. A number of these local associations form a district association, which corresponds to the State government. These district associations in turn form the exchange, which corresponds to the Federal government. Each district association has a right to control its own affairs so long as they do not conflict with the constitution and laws of the exchange, and each local association can do as it pleases, within the bounds of the constitutions and laws of the exchange and of the district association of which it is a member.

WORK DONE AT ACTUAL COST

The services of all these associations, from the small local up to the big central exchange, are rendered to the members of the association at actual cost. The entire net proceeds, after actual expenses are deducted, go to the growers themselves. The exchange comprises 115 local associations, each of which has from 30 to 200 members. Each local association is organized so that the fruit grown by its members may be assembled in a packing house where a manager, acting under a board of directors, grades, cools, packs and prepares it for shipment. Each grower receives his proportionate share of the net proceeds of each grade of fruit, and some of them prune and fumigate the trees for their members. When a carload is assembled it is marketed through the district exchange of which the local association is a member, through the agents and facilities which the central exchange provides.

There are 17 district exchanges. They order the cars and see that they are correctly placed for loading; they keep a record of the cars shipped by each association; they receive the returns for the fruit sold from the central exchange and turn it over to the local associations.

BUSINESS ON CASH BASIS

The central exchange has a capital of \$17,000, and is managed by 17 directors through a general manager. Each district has one director. The central exchange has a bonded agent in each of the principal markets of the country, from whom it receives regular telegraphic advices as to market conditions and carload sales. These advices are issued to the local associations in daily bulletin. Business is done on a cash basis, prompt accountings being made.

The exchange takes care of all litigation arising out of the marketing of the fruit, handles all claims, and conducts an extensive citrus fruit

PLANTED SIX MILES COTTONWOOD TREES

Roads Bordering Little Vineyards Company's Holding Will Have Abundant Foliage

TWO MORE IRRIGATION WELLS

Total of Five Electric Pumping Plants Now in Operation on Developed Farms

Six miles of shade trees are being planted on the Little Vineyards Company's tract east of the city. The trees, which are cottonwoods from three to six inches in diameter, will be placed mostly along the highways bordering the tract and the east and west and north and south lanes which traverse the property, in double rows. These trees have good root growths and will furnish a pleasing mass of foliage next season. They were secured by Ralph C. Ely.

TWO MORE WELLS

The Little Vineyards Company is adding down two more wells, which will develop 1,000 gallons of water a better a minute. This makes a total of five wells on the property, one of which flow less than 1,000 a minute and some of them up to 1,500 a minute. All of the wells are equipped with American Turbine pumps and are driven by power furnished by the Deming Ice and Electric Company.

advertising campaign, and develops new markets. Every shipper reserves the right to regulate and control his own shipments, to develop his own brands, to use his own judgment as to when, where, how, and at what price he shall sell, even in competition with his fellow members.

WALNUT GROWERS

The California Walnut Growers' Association renders about the same service to the walnut growers of Southern California as is rendered to the citrus fruit growers by the Fruit Growers' Exchange. The general association is made up of members of local ones. The central body has made uniform rules for grading and bleaching. The walnuts must be passed over a screen with meshes one inch in diameter. All which pass over are "No. 1," and those which go through are "No. 2." They must be free from stains and blemishes and the "crack" of these nuts must show that at least eighty-five per cent have good meats.

These two associations are typical of a large number of selling organizations in California.

CO-OPERATIVE STOCK CO.

Another type of co-operative organization for the marketing of crops is the Grand Junction (Col.) Fruit Growers' Association. It is a stock company composed exclusively of fruit growers, with a membership of 1,000. Its objects are to market fruits produced by its members advantageously; to broaden the decisions fruit market; to encourage better methods of growing, and to grade the fruit that is shipped. It furnishes its members with all the supplies necessary for the proper maintenance of their orchards, such as spraying machines, spraying materials, boxes, fertilizer and nails.

Experts are employed to teach the members proper methods of growing, spraying, picking and packing their fruit. The association handles its own distribution and sales. It sells direct to the wholesale fruit dealers through its own broker representatives. Its charges are made on the basis of cost for icing, refrigeration and such items, and 7 per cent of the net proceeds after these items are deducted.

HANDLING MELONS

The Rock Ford Melon Growers' Association markets canteloupes only. It pays its distributing agency twelve and one-half per cent on the gross proceeds of the sales, and the office expenses amount to about two and one-half per cent.

FLORIDA ASSOCIATIONS

The Florida Citrus Fruit Exchange is the representative Florida co-operative corporation, made up of wheels within wheels, and having headquarters at Tampa. Its function is to act as the general sales agent of all the local associations embraced in its membership. It is organized after the manner of the big California Fruit Growers' Exchange, having its local associations, its sub-exchanges and its general ex-

LOCAL ELECTRIC IS NOW AT WORK

Construction of New Plant Assures Large Development of Mimbres Valley Lands

INES ARE TO BE EXTENDED

C. S. Johann, of Federal Light and Traction, To Make Headquarters Here

Construction will begin at once on the new plant for the Deming Ice and Electric Company. High tension and distributing lines will be extended wherever needed. The material for the work is arriving daily. Manager Frank Monser has been empowered to take any amount of business along the company's present lines and to extend the lines for new business.

TO PLOW 5,000 ACRES

C. E. Miesser, the Chicago capitalist, has stated that he would place at least 5,000 acres of the Carne tract under cultivation within a year. His contract with the Federal Light and Traction Company calls for the serving of power within sixty days and the local company will employ from 100 to 150 men on construction to insure the power within the specified time.

JOHANN HERE

C. S. Johann, commercial manager and assistant chief engineer of the Federal Light and Traction Company, is now in Deming. He expects to make his headquarters here for two or three months or until the work on the new plant is completed. The company plans many improvements which will make it one of the best power plants in the Southwest. The investment has been estimated at \$200,000, though no official announcement has been made. At any rate the investment now in sight is sufficient to show that the Mimbres Valley is entering on the final stages of its development as an agricultural community.

The new telephone building on Gold avenue is nearing completion.

change. The local association picks, hands, grades and packs the fruit and places it in the cars ready for shipment. The sub-exchange takes the loaded car and delivers it to the exchange which distributes, sells and collects the money.

CROPS SOLD AT AUCTION

The United States and Canada are divided into numerous sales districts, each provided over by a sales agent, who must devote himself exclusively to the sale of exchange products. In the big markets the exchange maintains salaried men, who place the fruit on the auction market and represent the exchange until the money is collected. It is stated that the bidding is usually very free, and that this method of selling stimulates distribution and consumption from three to ten fold.

CARS TO BEST MARKETS

Careful attention is paid to market conditions, and fruit is shipped north with the understanding between the exchange and the railroads that it may be diverted at any time. For instance, several carloads of fruit have reached Potomac yards at Washington en route to New York. Telegraphic advices show that the market conditions in Gotham will be bad when they arrive; thereupon the exchange telegraphs the railroad to divert these cars to Cincinnati or to Pittsburgh. There are a number of diversion points where this may be done, so that a car need never take a long chance of running into a glutted market.

TRUCK GROWERS

The Eastern Shore Produce Exchange of Virginia handles the bulk of the market products of some 3,000 eastern shore farmers, residing upon some 700 square miles of territory on the Virginia Peninsula. It handles upward of 2,000,000 separate packages of truck a year, most of the packages being full barrels. Some 5,000 carloads of potatoes, 230 carloads of strawberries, 150 carloads of cabbage, and other produce in proportion, are sent to market each year. Last year the gross receipts amounted to about \$3,000,000.

SALES ON COMMISSION

Any farmer may purchase the right to have his produce handled by the associations for \$1 a year. The exchange maintains a private telephone exchange through which it is in con-

MOTOR CAR OWNERS SHOULD ORGANIZE

Enthusiasts Say State Headquarters of National Association Could Be Obtained

SEVENTY-FIVE AUTOMOBILES

From Eight to Ten Buzz Wagons Sold Here Every Month is Agents' Report

Deming has no less than seventy-five motor cars and for the past ninety days from eight to ten have been sold by the agencies to Deming residents. With practically all of the great transcontinental motor roads routed through the city it is important that the local owners of cars should organize to claim some of the advantages of a growing National interest in good roads. So far we have the route of the Transcontinental Touring Club of America, the National Old Trails Ocean-to-Ocean Route, the Southern National Highway and the Borderland roads all centering in the metropolis of Luna County. They have come here because the road through Southern New Mexico is the only motor highway open winter and summer and because the road runs through a region of good natural roadbeds.

HEADQUARTERS HERE

At present the American Automobile Association has not a State headquarters in New Mexico. By organizing here, Silver City and at Lordsburg, Deming may affiliate with the National organization and claim the State headquarters.

One very important advantage in securing this is the publicity it would bring. Deming through the publishing of the reports of the local organization in the official publication. With headquarters here the National body naturally would favor this city in every way possible. The American Automobile Association has appropriated money for better highways which can be obtained by meeting certain conditions.

GREAT INFLUENCE

Even if the local organization did not see fit to affiliate with the National body the advantages would be great, as the club could wield an influence in the county and city good roads committees, that the individual motor car owners cannot hope for.

Old Timers' Stag Party

Julius Rosch will entertain with a stag party tonight at his home on Gold avenue. Only those who have spent thirty years in Deming have been invited. A list of the eligibles reveals the fact that they are not "moshacks" at that. Following are the guests: John Corbett, Frank Wyman, William Lettler, Jr., William Lettler, Sr., George Lettler, Chris Rathel, Bill Carey, B. A. Knowles, Arthur Rathel, Colonel McGroarty, J. A. Kinneer, Mr. Hedrick, Edward Pennington, John Stenson, Frank DeLauney, Sr., Frank DeLauney, Jr., John Dockert, Sigmond Lindauer, N. A. Bolch, Jack Hodgdon, Chris Fellow, B. V. McKeeves, Ben Larson, John Warren, Bud Williams, A. J. Clark, James Tracy, J. A. Mahoney, Otto Leopold, George Shakespeare, Henry Meyer, W. P. Tossell, John Winfield, W. R. Merrill and Al Kuntz.

Pay Your Subscription

All subscribers to the Mimbres Valley Farmers' Association stock and to the Agricultural Expert fund are requested to remit to J. S. Vanght.

OTHER SOURCES

The drainage area with which the Government report deals is of the upper reaches of the river only, and is estimated at 500 square miles. But the watershed of the Silver City Draw has a drainage area nearly twice as large, as shown by official maps, and comes into the Mimbres at a point below Kings Ranch, where the engineer's measurements were made. This would double the underflow, or make a total of about 450,000 acre-feet feed annually into the reservoir underlying the Mimbres Valley.

But this is not all. Here are the flood waters of the Cocks Range, of the lower Burro Mountains and of the mountain ranges at the southern end of the basin which drain into the underflow of the lower Mimbres.

This means vast subterranean strata of sand and gravel under this

DARTON COMING HERE NEXT WEEK

Government Geologist Will Complete Work for Official Report on Water Supply

IS FOR FREE DISTRIBUTION

Scientist Declared There Is Ample Water to Reclaim at Least 50,000 Acres

N. H. Darton, of the United States Geological Survey at Washington, D. C., will be in the city next week to complete the work of examining the underground water supply of the Mimbres Valley. This work was begun two years ago and most of the data collected at that time. The report will be sent to the Government printers as soon as Mr. Darton returns to Washington. Of course Mr. Darton was somewhat reticent in giving out information in advance of the report, but his investigation justified him in making the statement that there is sufficient water in the underflow to reclaim at least 150,000 acres of land.

DOING THOROUGH WORK

Mr. Darton gathered most of the data relative to the wells of the valley under the guidance of R. H. Case, and the logs of some 200 wells were furnished by the Deming real estate man. The recent development in the valley is what the Government geologist now seeks and this can be obtained in a very short time. The Mimbres watershed was very thoroughly examined during the course of the initial investigation.

FOR FREE DISTRIBUTION

The report will be published by the Bureau under the head of professional papers and will be available for free distribution. When completed this document will settle the matter of water supply here definitely and no doubt will be a great inducement to prospectors to settle here. There never has been any doubt of the water supply being adequate, but the matter will now be officially proclaimed. The following is the substance of a previous report:

THE LOST RIVER

The Mimbres heads in the Black Range in the northeast. It flows in a southeasterly direction, and under normal conditions keeps on top of the ground for about forty miles. In flood times it flows much farther and passes ten or twelve miles southeast of Deming, a distance of about ninety miles from its source.

The drainage area of the river from its source to the point where the Government's engineer made his observations is about 500 square miles. The drainage area below this point is much larger, the watershed of the Silver City Draw having a drainage area nearly twice that of the upper Mimbres, so that the total is figured at 1,400 square miles. The rainfall in the mountains near the source of the river is averaged at twenty inches annually and the normal discharge of the river in the upper valley, the flood water and the underflow are placed at something over nine billion cubic feet, or 224,710 acre feet. An acre foot, you will remember, is the amount of water which would cover an acre of land one foot deep.

This, observe, is the annual flow of the Mimbres River at a point about thirty miles north of Deming. The sinking river carries into the valley about Deming—into its underground sands and gravels—water sufficient every year to cover more than 224,000 acres one foot deep.

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NO CHANCE FOR COUNTY SALARY

Bill Endorsed by Governor Will Not Be Passed by Legislature This Session

IMMIGRATION BUREAU KILLED

Measure Passed Places Duties With State Land Commissioner R. P. Ervin

The Senate yesterday passed a bill appropriating \$15,000 and designating the commissioner of public lands as State immigration agent, conferring in that official the powers and duties formerly enjoyed by the Bureau of Immigration.

A bill to permit juries to fix the penalty for the crime of murder was defeated when a minority report unfavorable to the measure was adopted.

The salary bill did not come up in the House as expected.

The State finance committee will introduce the general appropriation bill which carries appropriations for the first, second and third fiscal years.

The Governor sent a message on taxation legislation to remedy the existing deplorable conditions regarding the assessment and collection of taxes.

TWO CENT FARE

The House on Wednesday passed the 2-cent passenger fare bill and the measure now goes to the Senate.

SALARY BILL NOT PASSED

The Democrats in the House introduced the county salaries bill favored by Governor W. C. McDonald, and secured its reference to the committee on internal improvements, which is looked upon as favoring the bill. The Republican members made an effort to have the bill sent to the finance committee and then to table it, but the speaker upheld points of order against both motions. The Republicans have failed to pass their measure over the Governor's veto, but have votes enough to keep it on the calendar pending final adjournment. The indications are that no salary bill will be enacted.

The general appropriations bill went before the Senate committee of finance in tentative form.

There are only seven days of the present session left.

LAS VEGAS GRANT

The House passed House bill bill number 51, the Las Vegas grant bill, which authorizes the grant board to invest upwards of \$200,000, held in trust by the grant board, in bonds of the Canfield project, and thus push to completion the irrigation system which is now in financial difficulties.

LLEWELLYN EXPLAINS

All doubt as to who wrote the spurious telegram was removed when Representative Llewellyn, member of the lower house of the Legislature from Dona Ana County, admitted his guilt and attempted an explanation. Several days ago he stated that he would pay one hundred dollars to any person who would mention his name in connection with the affair, but after the report of the Western Union Telegraph Company was read publicly in the House he moved to the center of the hall and read from a manuscript what he termed was an explanation of the whole affair.

NEW HARDWARE STORE IS OPEN FOR BUSINESS

The Deming Hardware Company is the name of the new firm that has taken over the business formerly known as the Graham Hardware Company. The new concern is under the management of F. C. Parrish, an experienced hardware man of Horse Cave, Kentucky, who will conduct the affairs of the new company in an up-to-date manner. George Graham has retained the plumbing business and will continue to serve the people in that particular.

One dead and three severely injured is the result of a motor hand-car jumping from the track near Separ Thursday morning. A broken rail was the cause of the derailment. The dead was taken to Lordsburg, and the injured men were taken to Hotel Dieu at El Paso for treatment.

The street carnival will end Saturday night.